

MA Corporate Communication, Class Schedule, Spring 2021

Course and description	Instructor	Day
<p>COM 9510 Legal and Ethical Issues in Corporate Communication: This course focuses on legal and ethical issues that pertain to the practice of corporate communication in America and around the globe, with special emphasis placed on American caselaw, including landmark Supreme Court decisions. Topics addressed may include: employee speech rights; corporations and political speech; corporations and intellectual property rights; potential regulation of social media platforms; and corporate responsibility for information conveyed to stockholders and other stakeholders. This course will meet synchronously for roughly three hours per week via Zoom. Students are required to have their cameras on and to be visible onscreen during all class sessions.</p>	Gander	Wednesday
<p>COM 9658 Reputation Management: What are the key drivers of corporate reputation? How do companies and NGOs sustain and enhance their reputations? How do these entities respond to reputation threats and why do some survive those threats while others do not? These are among the topics that will be covered in the reputation management seminar. Through case studies, student presentations, intensive class discussion and guest lectures by practitioners on the firing line, seminar participants will develop a sophisticated understanding of reputation, its fragility, and how to navigate through times, almost inevitable for every organization, when bad things threaten to undermine both reputation and, sometimes, the organization's very existence.</p> <p>This class will meet as synchronous online classes once in a week for three hours, organized as a 3x45minute Zoom session with two breaks in between. Students are required to have their cameras on and to be visible onscreen during all class sessions.</p>	Logemann	Tuesday

<p>COM 9660 Selected Topics in Corporate Communication The History of Communication:</p> <p>This course surveys the four great revolutions in human communication: orality (speech), literacy (writing & reading), typography (print & mass literacy), and the electronic media (from telegraph, telephone, film, radio, television, to computers). It examines the historical development of these various communication institutions and technologies in relation to the cultural, economic, and political contexts that they shaped and that shaped them. Overall the course is organized thematically and chronologically according to specific communication institutions and practices and related issues including war and propaganda, Public Relations (PR), infrastructure and climate change, and labor and data. This course will prepare students to have a better understanding of how the practices and technologies of communication in the present evolved out of the past and how their future is in a process of evolving out of the present. This ability to learn from the past is a foundational skill to make sense of the context of communicative problems and opportunities facing us today.</p>	Subijanto	Wednesday, 2PM to 5PM
<p>9640 Qualitative Research in Corporate Communication: Students in this course will learn about qualitative research methods commonly employed in corporate communication research, with special attention paid to question construction, interviewing, focus groups and ethnographic investigation. At the completion of this course, students will be prepared to employ qualitative research methods to address research problems in the corporate setting. This course will meet synchronously via Zoom for two hours each week, students should expect an additional hour of zoom meetings for individual and group research project planning, implementation, analysis, and presentation.</p> <p>This is a ZTC/OER course, all materials will be provided via the class Blackboard page.</p>	Hahn	Thursday
<p>9635 Research Methods in Corporate Communication: Students in this course will learn about quantitative research methods commonly employed in corporate communication research, with special attention paid to survey methods and content analysis. Discussion will cover research ethics and integrity; data types; content analysis methodologies; survey</p>	Bayer	Tuesday

<p>design, construction, and fielding; sample design and recruitment; and basic descriptive statistics. At the completion of this course, students will understand the strategic potential of quantitative research to aid organizational communication and will feel confident in their ability to aid and advise on research programs in the corporate setting. This class will meet once a week in a synchronous setting for three hours via Zoom, supported by a dedicated course blog for content sharing and discussion. Students are required to participate actively in class, which includes appearing on video for the duration of the session. For greater privacy, students are welcome to use a Zoom background, which can be installed under settings on the desktop app (not on the Zoom website)</p>		
<p>9139 Communication Strategy: The objective of this course is to build and apply communications to support business strategy. The course will analyze how corporate operations supports strategy and explore how strategy links to corporate communications. Students will learn to drive engagement with corporate strategy through planned communication tactics for and with corporate stakeholders. This course will meet synchronously for roughly three hours per week via Zoom. In-class time will include lectures, class discussion, group projects and interactive activities. Assignments will include both individual and group projects. Students are required to have their cameras on, be visible onscreen and participate in discussions and activities during all class sessions.</p>	Caballero	Thursday
<p>9620 Corporate Communication</p>	Goodman	Tuesday